IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method of conducting an auction having at least two bidders, comprising:

receiving bid data from a first bidder;

determining, using a processor, whether a ~~competing~~ second bidder meets a first condition for receiving the bid data, wherein the first condition comprises a condition that the ~~competing~~ second bidder has placed at least one bid; and

providing the bid data to the ~~competing~~ second bidder.

2. (Cancelled)

3. (Cancelled)

4. (Currently amended) The method of claim 1, further comprising determining whether the ~~competing~~ second bidder meets a second condition, wherein the second condition is that the ~~competing~~ second bidder is a lead bidder.

5. (Currently amended) The method of claim 1, further comprising determining whether the ~~competing~~ second bidder meets a second condition, wherein the second condition is that the ~~competing~~ second bidder is ranked above a predetermined number of other bidders.

6. (Currently amended) The method of claim 1, further comprising determining whether the ~~competing~~ second bidder meets a second condition, wherein the second condition is that the ~~competing~~ second bidder is ranked above a predetermined percentage of other bidders.

7. (Currently amended) The method of claim 1, further comprising determining whether the ~~competing~~ second bidder meets a second condition, wherein the second condition is that the ~~competing~~ second bidder has entered a bid within a predetermined time period.

8. (Currently amended) The method of claim 1, wherein said determining whether the ~~competing~~ second bidder meets the condition further includes:

establishing a best bid placed by the first bidder;

calculating a difference between a best bid placed by the ~~competing~~ second bidder and the best bid placed by the first bidder; and

determining whether said calculated difference is less than a predetermined amount.

9.   (Currently amended) The method of claim 1, wherein said determining whether the ~~competing~~ second bidder meets the condition further includes:

establishing a best bid placed by all bidders;

calculating a difference between a best bid placed by the ~~competing~~ second bidder and the best bid placed by all other bidders; and

determining whether said calculated difference is less than a predetermined percentage.

10.   (Currently amended) The method of claim 1, wherein said determining whether the ~~competing~~ second bidder meets the condition includes determining whether the ~~competing~~ second bidder has placed at least one bid that is better than a predetermined amount.

11.   (Previously presented)   The method of claim 1, wherein the bid data includes an amount of money for which the first bidder is willing to sell something of value.

12.   (Cancelled)

13.   (Currently amended) The method of claim 1, wherein the bid data includes a total value for which the first bidder is willing to sell something of value, wherein the ~~total value~~ bid data includes at least one non price factor.

14.   (Cancelled)

15.   (Cancelled)

16.   (Previously presented)   The method of claim 1, wherein the providing bid data includes providing bid data related to all bidders that have submitted at least one bid.

17.   (Previously presented)   The method of claim 1, wherein the providing bid data includes providing bid data related to less than all bidders that have submitted at least one bid.

18.   (Currently amended) The method of claim 1, further comprising:

determining a rank of the ~~competing~~ second bidder based on a best numeric value bid by the ~~competing~~ second bidder; and

wherein said providing bid data further comprises providing bid data related to a bidder having a rank that is one better than the rank of the ~~competing~~ second bidder.

19.   (Currently amended) The method of claim 18, further comprising providing said bid data to the ~~competing~~ second bidder only after the ~~competing~~ second bidder has submitted a valid bid.

20-28. (Cancelled)

29.   (Previously presented)   The method of claim 1, wherein the at least one bid is a bid that is better than a bid received from the first bidder.

30.   (Previously presented)   The method of claim 1, wherein the at least one bid is a bid that is better than a best bid received from any bidder.

31.   (Previously presented)   The method of claim 1, wherein the at least one bid is a bid that is better than a predetermined value.

32.   (Previously presented)   The method of claim 1, wherein the at least one bid is a bid that is submitted within a predetermined time period.

33-59. (Cancelled)

60.   (Currently amended) A system for conducting an auction having at least two bidders, comprising:

    a processor configured to:

        receive bid data from a first bidder;

        determine whether a ~~competing~~ second bidder meets a first condition for receiving the bid data, wherein the first condition comprises a condition that the ~~competing~~ second bidder has placed at least one bid; and

        provide the bid data to the ~~competing~~ second bidder; and

    a memory coupled to the processor and configured to provide the processor with instructions.

61.   (Currently amended) The system of claim 60, further comprising determining whether the ~~competing~~ second bidder meets a second condition, wherein the second condition is that the ~~competing~~ second bidder is a lead bidder.

62.   (Currently amended) The system of claim 60, further comprising determining whether the ~~competing~~ second bidder meets a second condition, wherein the second condition is that the ~~competing~~ second bidder is ranked above a predetermined number of other bidders.

63.   (Currently amended) The system of claim 60, further comprising determining whether the ~~competing~~ second bidder meets a second condition, wherein the second condition is that the ~~competing~~ second bidder is ranked above a predetermined percentage of other bidders.

64.   (Currently amended) The system of claim 60, further comprising determining whether the ~~competing~~ second bidder meets a second condition, wherein the second condition is that the ~~competing~~ second bidder has entered a bid within a predetermined time period.

65.   (Currently amended) The system of claim 60, wherein said determining whether the ~~competing~~ second bidder meets the condition further includes:

establishing a best bid placed by the first bidder;

calculating a difference between a best bid placed by the ~~competing~~ second bidder and the best bid placed by the first bidder; and

determining whether said calculated difference is less than a predetermined amount.

66.   (Currently amended) The system of claim 60, wherein said determining whether the ~~competing~~ second bidder meets the condition further includes:

establishing a best bid placed by all bidders;

calculating a difference between a best bid placed by the ~~competing~~ second bidder and the best bid placed by all other bidders; and

determining whether said calculated difference is less than a predetermined percentage.

67.   (Currently amended) The system of claim 60, wherein said determining whether the ~~competing~~ second bidder meets the condition includes determining whether the ~~competing~~ second bidder has placed at least one bid that is better than a predetermined amount.

68.   (Previously presented) The system of claim 60, wherein the bid data includes an amount of money for which the first bidder is willing to sell something of value.

69.   (Cancelled)

70.   (Previously presented) The system of claim 60, wherein the bid data includes a total value for which the first bidder is willing to sell something of value, wherein the total value includes at least one non price factor.

71.   (Cancelled)

72.   (Cancelled)

73.   (Previously presented) The system of claim 60, wherein the providing bid data includes providing bid data related to all bidders that have submitted at least one bid.

74.   (Previously presented) The system of claim 60, wherein the providing bid data includes providing bid data related to less than all bidders that have submitted at least one bid.

75.   (Currently amended) The system of claim 60, wherein the processor is further configured to:

determine a rank of the ~~competing~~ second bidder based on a best numeric value bid by the ~~competing~~ second bidder; and

wherein said providing bid data further comprises providing bid data related to a bidder having a rank that is one better than the rank of the ~~competing~~ second bidder.

76.   (Currently amended) The system of claim 75, wherein the processor is further configured to provide said bid data to the ~~competing~~ second bidder only after the ~~competing~~ second bidder has submitted a valid bid.

77.   (Previously presented)   The system of claim 60, wherein the at least one bid is a bid that is better than a bid received from the first bidder.

78.   (Previously presented)   The system of claim 60, wherein the at least one bid is a bid that is better than a best bid received from any bidder.

79.   (Previously presented)   The system of claim 60, wherein the at least one bid is a bid that is better than a predetermined value.

80.   (Previously presented)   The system of claim 60, wherein the at least one bid is a bid that is submitted within a predetermined time period.